

Fig. 1

Fig. 2
Country Tagging
in Index

Site	Country Tag
ABC.com	US
ABC.fr	FR, UK
ABC.org	-
.....	...

~130

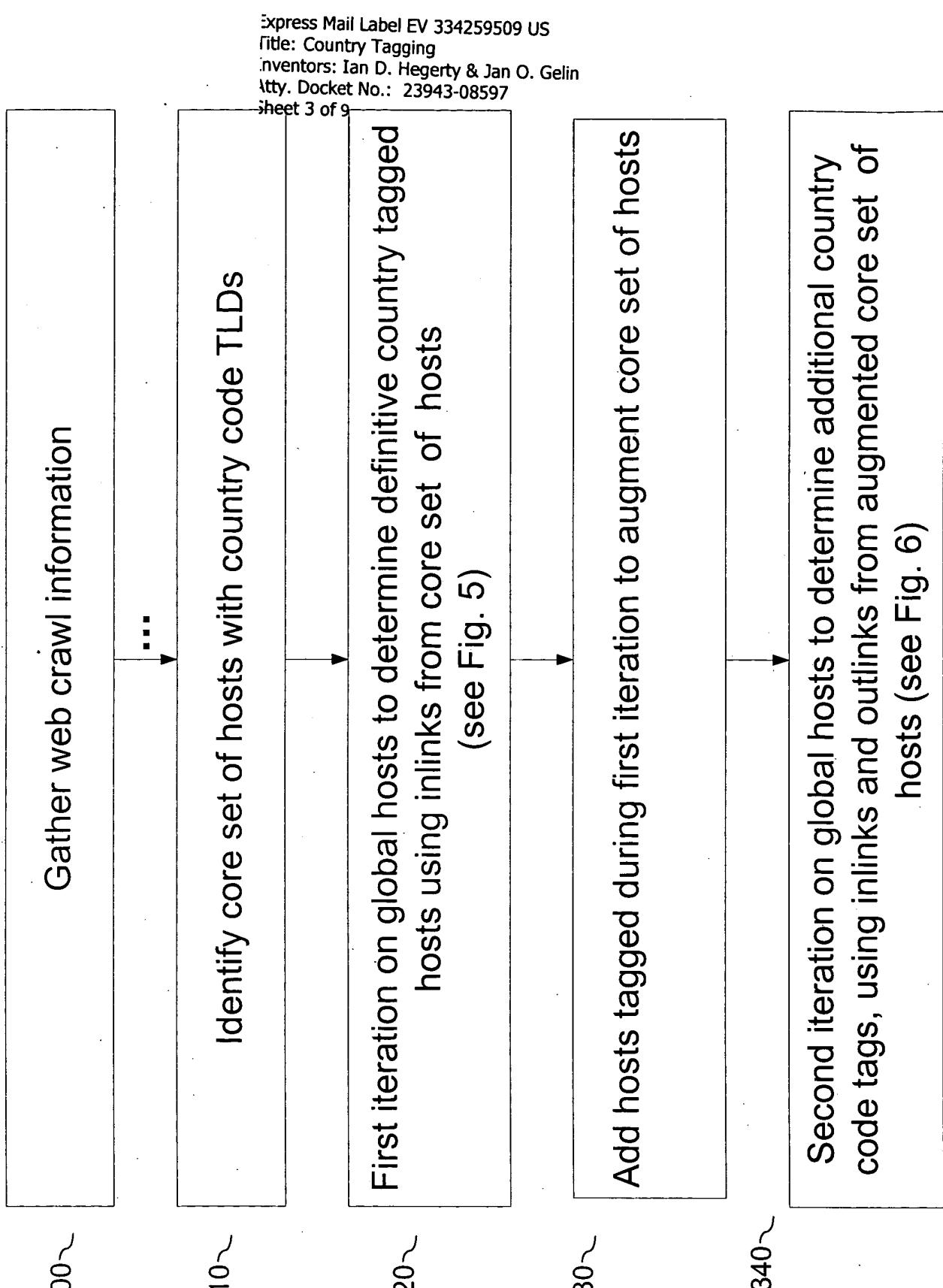


Fig. 3
Create
Country
Tags

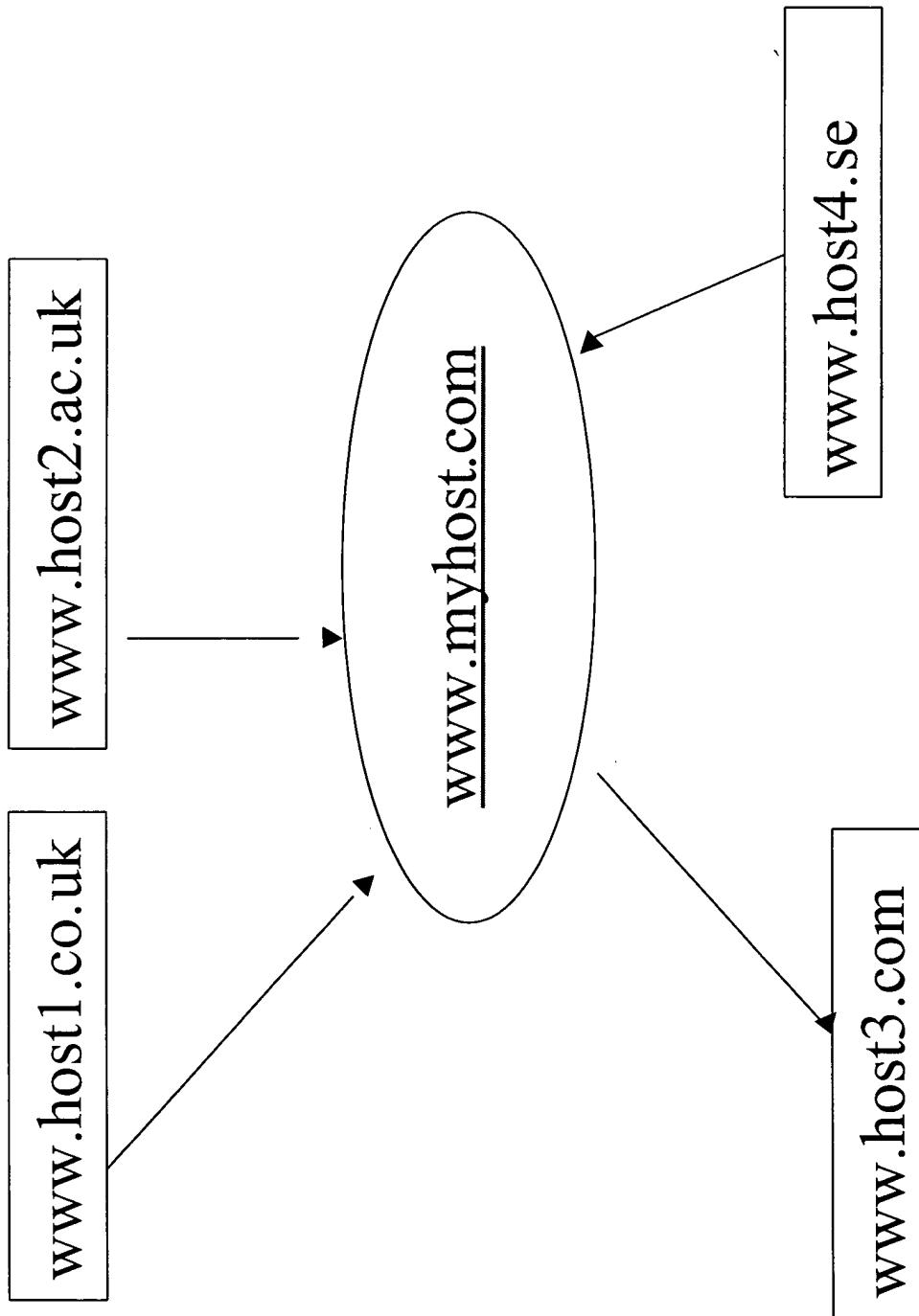


Fig. 4
Inlinking and Outlinking

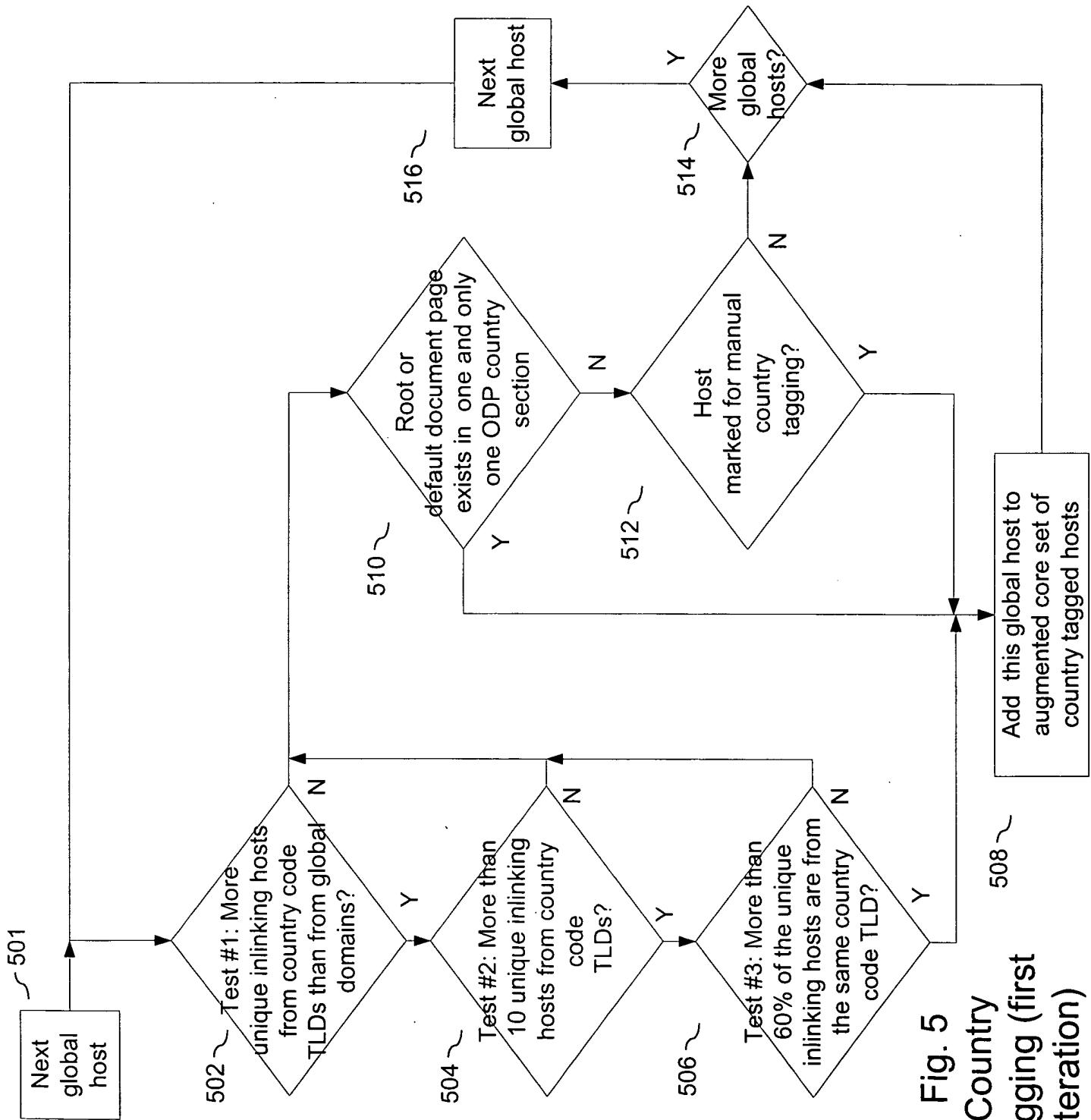


Fig. 5
 Country
 Tagging (first
 iteration)

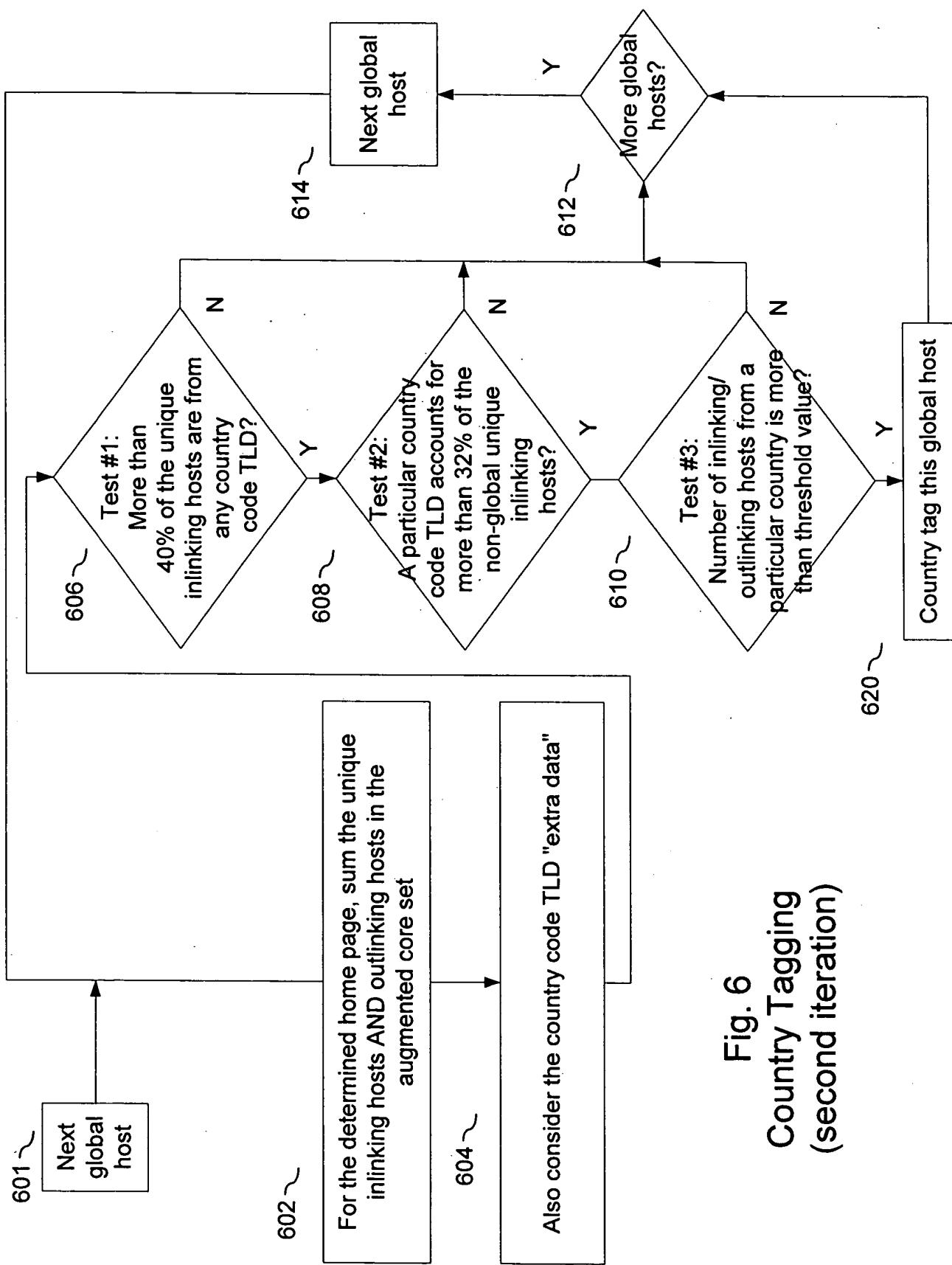


Fig. 6
Country Tagging
(second iteration)

Site A information

Host name for site A is fr.foo.com (i.e., a global host)

10 links from .com

5 links from foo.fr

5 links from foo.de

3 links from foo.ca

No outgoing links on this page

Extra data:

Name clues: Host name for site A is fr.foo.com --> Add 5 to fr
IP address is in US --> Add 4 to us

Vote summary for Site A:

.com 10 points

.fr 5+5= 10 points

.de 5 points

.us 0+4= 4 points

.ca 3 points

600~

10 global inlinks (From global domains, e.g., com)
22 non-global inlinks (From country-specific domains)

Tests (see Fig. 6)

- #1: nonglobal inlinks/total inlinks = 22/32 = 68% TRUE
- #2: fr inlinks/non-global inlinks = 10/22 = 45% TRUE
- #3: fr inlinks and outlinks = 10 TRUE

Passes test?

= 22/32 = 68%
= 10/22 = 45%
= 10 TRUE

TRUE
TRUE
TRUE

Fig. 7
Example of
Second
iteration

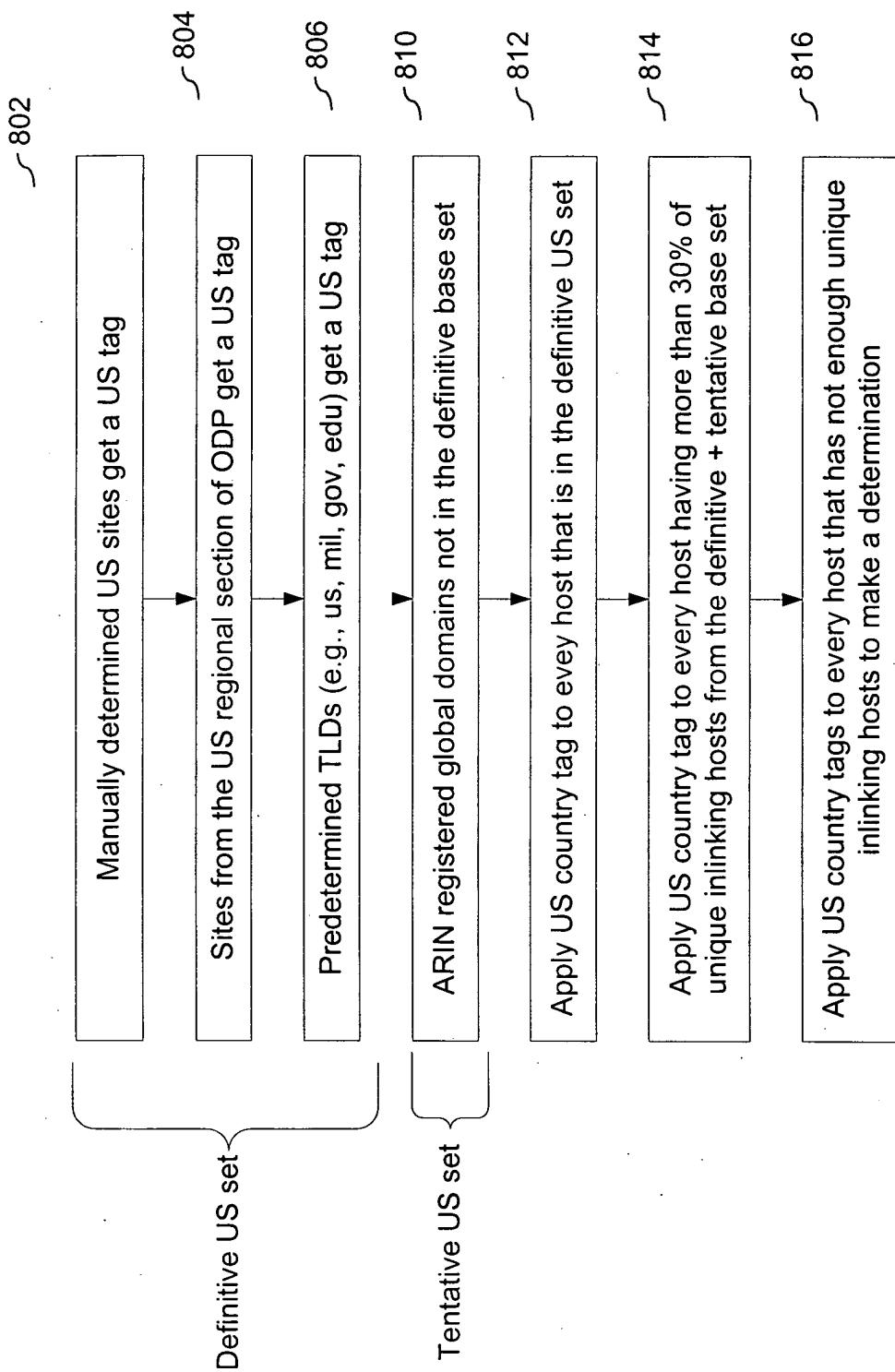


Fig. 8
Examples of US
Country Tagging

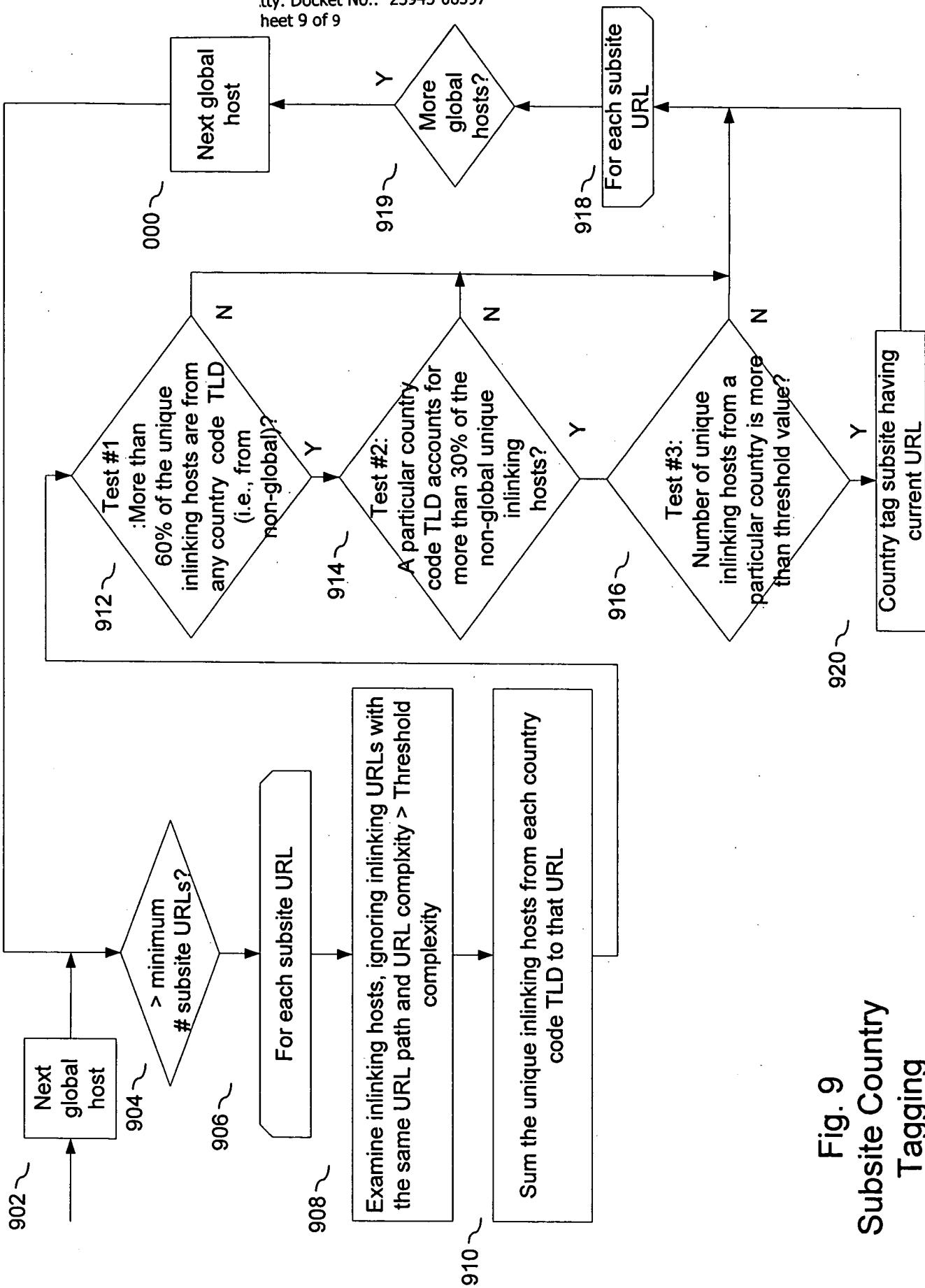


Fig. 9
Subsite Country Tagging